

What is claimed is:

1. An advertising method using software products, wherein an advertisement is included in at least a part of a program of a software product supported by an advertisement sponsor, and a program user obtains the program for free or at low cost so that the user of the software product is forced to see the advertisement of the advertisement sponsor during use of the software program.

2. An advertising method using software products, wherein a software program included in a recording medium where an advertisement of an advertisement sponsor is included in at least a part thereof is downloaded from the Internet for free or at low cost so that a user uses the software program while watching the advertisement.

3. An advertising method using software products, wherein, when a software program including an advertisement in at least a part thereof is used, as the advertisement of an advertisement sponsor links to a web site such as the home page of an advertisement sponsor, the web site is easily accessed by clicking on the web site address.

4. An advertising method using software products, wherein an advertisement program is inserted in at least a part of a software program, and when a recording medium where the software program is stored is reproduced in a computer and a video/audio reproducing apparatus, the advertisement program inserted in at least a part of the software program is reproduced.

5. The method of claim 1, wherein the position of the advertisement is not limited and inserted in an arbitrary portion of the program to be reproduced, and in the case of a recording medium used in a computer, even when the operation of the program is completed on the Internet, a window including the advertisement can exist as another open window.

1 6. The method of claim 2, wherein the position of the advertisement is not
2 limited and inserted in an arbitrary portion of the program to be reproduced, and in
3 the case of a recording medium used in a computer, even when the operation of the
4 program is completed on the Internet, a window including the advertisement can
5 exist as another open window.

1 7. The method of claim 3, wherein the position of the advertisement is not
2 limited and inserted in an arbitrary portion of the program to be reproduced, and in
3 the case of a recording medium used in a computer, even when the operation of the
4 program is completed on the Internet, a window including the advertisement can
5 exist as another open window.

1 8. The method of claim 4, wherein the position of the advertisement is not
2 limited and inserted in an arbitrary portion of the program to be reproduced, and in
3 the case of a recording medium used in a computer, even when the operation of the
4 program is completed on the Internet, a window including the advertisement can
5 exist as another open window.

1 9. The method of claim 1, wherein an advertisement of a single
2 advertisement sponsor can be included in a software product, advertisements of a
3 plurality of advertisement sponsors can be included according to their portions of
4 support, only an advertisement of a single advertisement sponsor or advertisements
5 of a plurality of advertisement sponsors can be included according to their portions
6 of support in a plurality of software products, financial portions of an advertisement
7 support can be determined according to the number of distributed software
8 products, and the financial portions of an advertisement support can be determined
9 according to the number of downloads of the software products.

1 10. The method of claim 2, wherein an advertisement of a single
2 advertisement sponsor can be included in a software product, advertisements of a
3 plurality of advertisement sponsors can be included according to their portions of
4 support, only an advertisement of a single advertisement sponsor or advertisements

5 of a plurality of advertisement sponsors can be included according to their portions
6 of support in a plurality of software products, financial portions of an advertisement
7 support can be determined according to the number of distributed software
8 products, and the financial portions of an advertisement support can be determined
9 according to the number of downloads of the software products.

1 11. The method of claim 3, wherein an advertisement of a single
2 advertisement sponsor can be included in a software product, advertisements of a
3 plurality of advertisement sponsors can be included according to their portions of
4 support, only an advertisement of a single advertisement sponsor or advertisements
5 of a plurality of advertisement sponsors can be included according to their portions
6 of support in a plurality of software products, financial portions of an advertisement
7 support can be determined according to the number of distributed software
8 products, and the financial portions of an advertisement support can be determined
9 according to the number of downloads of the software products.

1 12. The method of claim 4, wherein an advertisement of a single
2 advertisement sponsor can be included in a software product, advertisements of a
3 plurality of advertisement sponsors can be included according to their portions of
4 support, only an advertisement of a single advertisement sponsor or advertisements
5 of a plurality of advertisement sponsors can be included according to their portions
6 of support in a plurality of software products, financial portions of an advertisement
7 support can be determined according to the number of distributed software
8 products, and the financial portions of an advertisement support can be determined
9 according to the number of downloads of the software products.